Expenditure on publicity for small family norms

534. SHRI RAJEEV SHUKLA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that expenditure by Government on publicity for a small family has been increased from Rs. 6 crores in 1975 to about Rs. 35 crores during the last year;

(b) whether it is also a fact that inspite of enhanced expenditure the visibility of publicity on small family norms has been very poor as compared to 1975—77 when all round publicity was there;

(c) if so, the reasons therefor; and

(d) the steps being taken to improve publicity on small family norms which is of paramount importance for our Nation?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA): (a) The allocation for publicity of the entire Family Welfare Programme, including the reproductive and Child Health Programme was Rs. 160.00 Crores during 2001-02.

(b) to (d) During 1975 it was Family Planning Programme focussing only on population control. There has been a paradigm shift in the Family Welfare Programme after the International Conference on Population and Development (ICPD), Cairo in 1994. The "Target Free Approach (TFA)" was adopted since 1st April, 1996 all over India. This approach leaves the choice of family size to the couples themselves. Consequently the emphasis of programme has now shifted to publicity on first child birth at proper age, adequate spacing among the issues, Immunisation and availability of both permanent and temporary methods of family planning. Thus, the goals of programme have evolved from that earlier approach A multi-faceted communication strategy on the above and other related issues has been opertionalised through the electronic, print media and other forms of Mass Media together with advocacy efforts.